

**AMENDMENTS TO THE SPECIFICATION**

Page 3, Lines 26-27

Figs. 2 to 8 9 (encompassing steps 1 to 8) are block diagram representations of the method according to a preferred embodiment of the present invention.

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A Referring to Fig. 9, a consumer's "true" consumption profile is established by means of identifying, correlating and attributing a weight coefficient to the consistencies and inconsistencies existing between a consumer's self-perceived consumption profile and his actual-consumption behaviour derived profile. As a result, in the future, a consumer may adjust his actual behavior pattern to more closely represent his "True" consumption profile, or he may altogether continue to behave in an inconsistent manner with this "True" consumption profile, thus leading to the determination and validation of "True" consumption profile more representative and consistent with his actual behaviour pattern.

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